

WHAT IS CLAIMED IS:

1. A regime or regimen for inhibiting NO-synthase, comprising administering to an individual in need of such treatment, a thus effective amount of
5 N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)ethylenediamine or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.
2. A regime or regimen for slowing or inhibiting cell differentiation and/or
10 proliferation, comprising administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)ethylenediamine or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.
- 15 3. A regime or regimen for slowing or inhibiting the growth of the epidermis and/or for treating hyperproliferation disorders, comprising administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)
20 ethylenediamine, or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.
4. A regime or regimen for inhibiting the degradation and/or destruction of cells, comprising administering to an individual in need of such treatment, a thus
25 effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)ethylenediamine, or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.

5. A regime or regimen for inhibiting a cellular apoptotic process, comprising administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)ethylenediamine, or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.
6. A regime or regimen for treating intrinsic and/or extrinsic aging, comprising administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)ethylenediamine, or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.
7. A regime or regimen for inhibiting or suppressing an immunological and/or inflammatory process, comprising administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)ethylenediamine, or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.
8. A regime or regimen for treating a contact hypersensitivity reaction and/or an allergic manifestation and/or an immune response, comprising administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)ethylenediamine, or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.
9. A regime or regimen for treating a skin reaction neurogenic in origin, comprising administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis

(3,4,5-trimethoxybenzyl)ethylenediamine, or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.

10. A regime or regimen for treating "sensitive skin," comprising
5 administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)ethylenediamine, or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.

10 11. A regime or regimen for increasing the barrier effect or moisturization of the skin, comprising administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)ethylenediamine, or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.

15 12. A regime or regimen for treating erythema, comprising administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)ethylenediamine, or therapeutic/cosmetic composition comprised thereof,
20 formulated into a physiologically acceptable medium therefor.

13. A regime or regimen for treating a localized or diffuse erythematous skin rash, comprising administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis
25 (3,4,5-trimethoxybenzyl)ethylenediamine, or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.

14. A regime or regimen for treating rosacea, comprising administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl) ethylenediamine, or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.
15. A regime or regimen for inhibiting melanogenesis induces by UV-A and/or UV-B radiation and/or for treating a hypermelanosis disorder, comprising administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)ethylenediamine, or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.
16. A regime or regimen for controlling sweating, comprising administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl) ethylenediamine, or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.
17. A regime or regimen for inhibiting hair loss, comprising administering to an individual in need of such treatment, a thus effective NO-synthase inhibiting amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl) ethylenediamine, or therapeutic/cosmetic composition comprised thereof, formulated into a physiologically acceptable medium therefor.
18. The regime or regimen as defined by Claim 1, comprising administering a therapeutic/cosmetic composition which comprises from $10^{-4}\%$ to 20% by weight of said N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl) ethylenediamine.

19. The regime or regimen as defined by Claim 1, comprising administering a therapeutic/cosmetic composition which comprises from $5 \times 10^{-3}\%$ to 10% by weight of said N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)ethylenediamine.

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20. A cosmetic regime or regimen for treating a disorder associated with NO-synthesis, comprising topically applying onto the skin, the hair and/or the mucous membranes of an individual in need of such treatment, a thus effective amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)ethylenediamine formulated into a topically applicable, physiologically acceptable medium therefor.

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21. A therapeutic/cosmetic composition suited for treating a disorder associated with NO-synthesis, comprising a thus effective amount of N,N'-bis(2-pyridyl)methyl-N,N'-bis(3,4,5-trimethoxybenzyl)ethylenediamine formulated into a physiologically acceptable medium therefor and constituting a cream, a gel, a serum, a lotion, a milk, a sunscreen, an emulsion, a mousse, an aerosol, a shampoo, a cleaning bar, a soap, a toothpaste, a syrup, capsules, tablets, granules, microcapsules, microparticles, or a vesicular dispersion.

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20 22. The therapeutic/cosmetic composition as defined by Claim 21, further comprising at least one other NO-synthase inhibitor.

23. The therapeutic/cosmetic composition as defined by Claim 21, further comprising at least one other active agent selected from the group consisting of an agent for modifying cutaneous differentiation and/or proliferation and/or pigmentation; an antibacterial agent; an antiparasitic agent; and antifungal agent; a nonsteroidal anti-inflammatory agent; a keratolytic agent; a free-radical scavenger; an antiseborrheic agent; an antidandruff agent; an antiacne agent; an extract of plant or microbial origin; and a peptide or derivative thereof.

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